



### When it comes to aluminium, Alcoa is a clear choice

979 Alcoa wheels currently shine on Dubai roads. Property of Emirates National Oil Company (ENOC), a wholly-owned entity of the Dubai Government.

Established in 1993, ENOC's primary focus has been to develop downstream and upstream activities in the oil and gas sector. Over the years, ENOC has expanded into several high-growth business sectors with core operations in the Middle East, Asia, Europe and Africa.



What gives the fleet that extra flavour is that all vehicles are fully customized according to ENOC's strict specs. Not everyone is selected to supply parts for ENOC's vehicles. Luckily Alcoa's name has been on the top list for 8 years. As part of weight reduction they introduced Alcoa aluminium wheel rims along with aluminium tankers and were able to **bring the equipments total weight to half.**

*"Alcoa wheels make our vehicles **light and agile.**", says Mr. Ahmed Al Mulla, Senior Manager Distribution, "85% of our supplies are to retail outlets situated in very tight spaces. The longer the tank the more difficult it is to manoeuvre. Thanks to Alcoa we have been able to keep the length of our trailer while increasing the manoeuvrability, having a massive impact on our time handling. With all these combined initiatives we were able to achieve a **saving of 10.7%** other than the savings from tyre, brake and other parameters in comparison to the conventional steel tankers."*



ENOC's fleet is the first in the UAE to run on Alcoa wheels. The well known aspects of the wheels – lightness, strength, easy maintenance, gorgeous looks – have persuaded management to try the wheels in 2007. And they have been specifying them ever since.

*"Professionalism is key towards becoming a leading force. In order to achieve world class performance we only work with top talents. When it comes to aluminium wheel suppliers, Alcoa is the obvious choice."*

### The force behind ENOC?

There is no I in team. A company's success is always a combination of qualified and motivated team members. Attached pictures shows ENOC's hard core. From left to right:

- Amjad Mohd Eid - Field Supervisor
- Vallilath Unnikrishnan - Maintenance & Technical Superintendent
- Ahmed Al Mulla - Senior Manager Distribution
- Waleed Haidra - Distribution Operations Manager



For more information about ENOC visit their website [www.enoc.com](http://www.enoc.com).

## Shining with the stars



You don't have to rely on tons of years of experience to do a marvellous job. Bilstein GmbH has managed to stand out in just one decade. Founded in the spring of 2005 in Berlin, Germany, Bilstein focuses on national and international equipment- and special transport. But that's not all. If you are in the need of logistical support for an event, concert or any other occasion; contact Bilstein.

"Safely from A to B" is Bilstein's principle. This is obvious when looking at the company's fleet; high quality vehicle brands and only the best components make the cut. And this is where Alcoa is indispensable.

Company owner Mr. Christian Bilstein clarifies: *"Last year we received our first touring bus on Alcoa Dura-Bright® EVO wheels. **Beautiful and shiny wheels**, ideal for our luxurious coach that is especially designed for carrying superstars with the utmost comfort. When active in event trucking one just needs a striking image. And this very attractive wheel supports that perfectly."*



As the fleet has completely fallen for Alcoa Wheels, they will entirely switch to Dura-Bright® EVO finish. This with the help of Alcoa's premium distributor H. Lauterbach GmbH. *"We are really fond of the nice design of Alcoa wheels."*, continues Mr. Bilstein. *"They look brilliant and finish off our look. On top the wheels are of **extremely good quality**, enabling us to drive many kilometres without replacements. Not a single wheel needed to be de-rusted since they were equipped. Finally we are able to shine together with the stars."*

For more information about Bilstein visit [www.bilstein24.de](http://www.bilstein24.de) and [www.keeponwheels.de](http://www.keeponwheels.de).

## Stand out with Alcoa Dura-Bright® EVO wheels

The Dura-Bright® EVO wheels are Alcoa's cherry on top of the cake. The wheels look mirrorbright for years without polishing. Just a simple maintenance procedure needs to be followed to retain their stunning looks. Dura-Bright® EVO wheels can withstand cleaning chemicals ranging from pH2 to pH12 and furthermore stand up against the harshest weather, road salts and dirt.

Dura-Bright® EVO wheels cover all the advantages of Alcoa's forged aluminium wheels. Save up to 42% in weight by switching from steel to Alcoa aluminium, lowering operating costs and accelerating payback time. Reduce CO<sub>2</sub> emissions coming from the lower weight and fuel economy. Increase the life time of brakes and suspension, contributing to a longer service life, thanks to the better heat dissipation.

The Dura-Bright® treatment is available on almost all Alcoa wheel sizes. Visit our website [www.alcoawheels.com](http://www.alcoawheels.com) for more information about Dura-Bright® EVO wheels.



## Did you know?

### - Alcoa kicks off with brand new accessory line



Keep your eyes open because you absolutely do not want to miss this! A brand new and state of the art accessory line up is coming your way.

Our Accessories team has put their heads together and is working on a new accessories product line up. Not only are they developing improved versions of your old time favorites like ALcovers and ALgrease but also a brand new Dura-Bright® cleaner, which will be for weekly use, will be put into the market.

The new Dura-Bright® cleaner will help reduce the build up of brake dust on the wheels. The new product is planned to be launched later this year. A must have! And we are pretty sure you want to grab one of those first bottles.

For more information about the current accessory products visit [www.alcoa-accessories.com](http://www.alcoa-accessories.com). The Alcoa accessories are available for purchase through our extensive distributor network. A detailed overview can be found on our website [www.alcoawheels.com](http://www.alcoawheels.com).



### - Alcoa Dura-Bright® EVO wheels are customers' number 1 solution



Alcoa's Dura-Bright® EVO surface treated wheels are a big hit and rightly so. The demand is increasing rapidly and to such a level that currently half of what Alcoa manufactures is Dura-Bright® treated. Customers have really shifted away from the Mirror Polished finish to better technology easy-to-maintain shiny wheels.

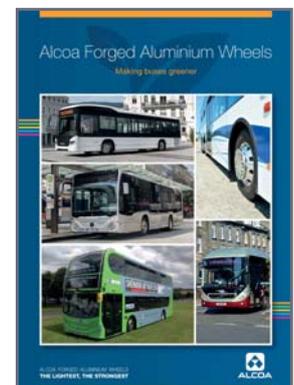
To keep up with customer demand and ensure timely deliveries of the Dura-Bright® EVO surface treated wheels Alcoa decided to remove the Mirror Polished finish from its product portfolio in Europe.

### - Alcoa puts city buses in the spotlight with brand new brochure

Check it out! Alcoa developed a new brochure especially dedicated to the public transport segment. Equipping your bus with forged aluminium wheels of Alcoa leads to greener bus networks.

Don't believe it? The brochure covers it all. Operating cost savings in the range of 750 euro, weight savings up to 40% compared to steel wheels, reductions in fuel consumption of 2%, etc. Benefits definitely worth considering!

The brochure is available in multiple languages on the Alcoa wheels website [www.alcoawheels.com](http://www.alcoawheels.com). Download it now!



### - Alcoa's updated specification sheet available for download on [www.alcoawheels.com](http://www.alcoawheels.com)

## J&S fancies Dura-Bright®

Jonker & Schut specializes in logistic solutions for dry dairy products and offers a wide range of logistic services for the food industry. Founded in 1987 in Barneveld, the Netherlands, by Fred Jonker and Erik Schut the company developed into a highly regarded and modern business with a prominent position in the world of logistic service providers.

In 2003 Jonker & Schut ordered their first Alcoa wheels. Initially all vehicles were specified with the Brushed finish. Mr. Schut highlights: *"It's definitely worthwhile to invest in forged aluminium wheels of Alcoa! We are extremely satisfied with the premium quality of the wheels. The wheels are lighter than other wheels in the market and give us the benefit to **transport more per trip.**"*



When Alcoa gained momentum with its innovative Dura-Bright® finish the company owners immediately took action. Around 20 trucks and 50 trailers are now equipped with Alcoa's easy maintenance finish. Mr. Schut continues: *"The switch to Dura-Bright® wouldn't have gone so smoothly without the **excellent after sales service.** They acted very professionally, assisted us where needed and made sure we received the wheels on time to complete our fleet. They have been of great help to us. Something we highly appreciate."*

For more information about Jonker & Schut visit their website [www.jonker-schut.nl](http://www.jonker-schut.nl).

### Our sales representatives are just a phone call away!

Alcoa has an extensive sales network and a strong after sales service. Alcoa wheels are made in Europe and available on short notice at all truck, trailer and bus manufacturers. To service the aftermarket, Alcoa can count on a wide network of distributors in every country.

Go to the contact page on our European website [www.alcoawheels.com](http://www.alcoawheels.com) for more information about our Alcoa representatives as well as our distributors.



Alcoa Finance & Services Belgium BVBA and its affiliates worldwide and their authorized third-party contractors or agents (Alcoa) processes the personal data it holds about you for the purpose of issuing information about Alcoa Products and Services through visits, newsletters, mailings, phone calls, and electronic communications and mailings; and any other purpose which could further the business relationship you have with Alcoa and its Products and Services. Alcoa uses this information about you solely for the Purpose and shall store the data for as long as is strictly necessary to be able to complete the Purpose. You are aware of all your rights regarding such personal information and all applicable laws and have the right to have the information Alcoa stores about you deleted or, if the information is incorrect, rectified. Send an e-mail to [info.wheels@alcoa.com](mailto:info.wheels@alcoa.com) to unsubscribe or to update your address.

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